

"They are LIFE" she said What did she mean?

A WELL KNOWN WOMAN wrote a letter to the editor. "I enjoy the kind of articles you publish," she said. "They are *life*."

What is life, anyway?

LIFE IS WIVES. "Wives," says Ring Lardner, "is people that thinks 2 ash trays should ought to be sufficient for a 12-room house."

Ring W. Lardner on "Wives" in the November AMERICAN MAGAZINE.

LIFE IS BUSINESS. Whether I am "in" business or not, I am dependent on it. I am enlarged and encouraged whenever I hear of a man who has taken a demoralized business and made it live and thrive.

"Are You Discouraged About Your Business"? in the November AMERICAN MAGAZINE.

LIFE IS HUSBANDS. "There is one thing about husbands which no wife can understand," Nina Wilcox Putnam says. "Why does every husband wait until dinner is on the table before starting upstairs to wash his hands?"

Nina Wilcox Putnam on "Husbands" in the November AMERICAN MAGAZINE.

LIFE IS PROGRESS. No wise old man can look back from the top of the hill without seeing many places where he might have moved more swiftly and surely if he had only *known*.

"The Education I Wish I Might Have Had" in the November AMERICAN MAGAZINE.

LIFE is, or should be, Victory—a good fight, in which the test is "How much have you conquered"? not "How much have you got"? To associate with winners is a tremendous aid to winning. "I like to mix, in your pages, with the up-and-coming," said the woman who is quoted above.

When she wrote that she spoke for 1,800,000 of us.

On Sale Today

The November 25 Cents
American
Magazine
I,800,000 circulation

THE CROWELL PUBLISHING COMPANY · 381 FOURTH AVENUE · NEW YORK

THE AMERICAN MAGAZINE

WOMAN'S HOME COMPANION

COLLIER'S, The National Weekly

FARM AND FIRESIDE

THE MENTOR